

INBOUND MISSION

2014 CANADA: CONSUMER ORIENTED MISSION TO COLORADO & WYOMING

Monday, Jun 16 - Friday, Jun 20, 2014

Registration: Wednesday, Feb 26 - Thursday, Jun 19, 2014

Denver, Colorado & Cody, Wyoming | United States of America

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity: Canada Consumer Oriented Inbound Buying Mission, focusing on Natural and Healthy foods - Denver, CO ~ June 16-17 & Cody, WY ~ June 19-20, 2014 This will be an excellent opportunity to promote your consumer-oriented products to the Canadian market, which has consistently ranked the #1 importer of agricultural exports from the USA. You will meet with premier buyers interested in sourcing high quality, unique, organic, healthy, functional foods and beverages for the Canadian retail and consumer sectors. Benefits from participating in the activity: • Meet one-on-one with pre-screened buyers from Canada. • Showcase your products and gain information about Canadian importer/buyer needs and preferences. • Expand your foreign market sales into Canada. Note: Participating companies are encouraged to be export ready, bring samples and product lists, and be prepared to discuss pricing.

PRODUCT DESCRIPTION

Consumer Oriented Products: healthy, organic, and functional foods & beverages, and ingredients for retail and food service sectors. Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier page located on the homepage of the WUSATA® website.

INDUSTRY FOCUS

Natural/Health

Retail Products

